NOTE TO READERS:

Retail sales estimates are usually revised every year with the February release. This year, both unadjusted and seasonally adjusted retail sales have been revised, for some series, as far back as January 1991.

These revisions were necessary to include late receipt of sales estimates from retailers (thus replacing imputed data), changes to reported information, changes in the classification of some businesses and updates to seasonal and trading day factors.

1 Monthly Retail Sales, Yukon *(not seasonally adjusted)*

- Total retail sales in the Yukon for the month of February 2005 were ——— **$27,102,000**
- The February 2004 figure was ——— **$27,023,000**
- The difference was an **increase** of ——— **$79,000**
- As a percentage the **increase** was ——— **0.3%**

Preliminary unadjusted estimates of Yukon retail sales for February 2005 **increased 0.3%** from February 2004. Canada's retail sales were **up 5.5%** over the same time period.

Estimates of retail trade are an important indicator of the economic activity in a region. When compared to the same time period for previous years, monthly retail trade sales allow accurate and timely insight into the retail sector of an economy. *(Inflation has not been taken into account.)*

Each column represents a month of the year, with the first letter of the month's name listed below the column.

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2 Yukon Retail Sales *(not seasonally adjusted)*

		Monthly Sales ($000,000)	Change from Previous Month (%)	Change from Same Month One Year Before (%)	Year-to-Date Total Sales ($000,000)	Change from Same Month One Year Before (%)
2005	Feb (p)	27.1	-3.6	0.3	55.2	-2.2
	Jan (r)	28.1	-29.0	-4.5	28.1	-4.5
2004	Dec (r)	39.5	17.4	4.2	425.1	0.6
	Nov (r)	33.7	-4.3	6.0	385.6	0.3
	Oct (r)	35.2	-1.5	4.3	351.9	-0.2
	Sep (r)	35.7	-11.4	-1.9	316.7	-0.7
	Aug (r)	40.3	-4.7	-0.5	281.0	-0.6
	Jul (r)	42.4	4.8	-1.5	240.6	-0.6
	Jun (r)	40.4	10.9	1.1	198.3	-0.4
	May (r)	36.4	9.8	-4.1	157.9	-0.8
	Apr (r)	33.2	4.4	2.8	121.4	0.3
	Mar (r)	31.8	17.7	-2.9	88.2	-0.6
	Feb (r)	27.0	-8.1	-4.4	56.4	0.7
	Jan (r)	29.4	-22.5	5.9	29.4	5.9
2003	Dec (r)	37.9	19.4	1.6	422.4	2.1
	Nov (r)	31.8	-5.8	-1.3	384.5	2.1
	Oct (r)	33.7	-7.4	-1.6	352.7	2.4
	Sep (r)	36.4	-10.2	5.5	319.0	2.9
	Aug (r)	40.5	-5.7	-2.4	282.6	2.5
	Jul (r)	43.0	7.5	1.9	242.0	3.4
	Jun (r)	40.0	5.3	0.5	199.0	3.8
	May (r)	38.0	17.6	3.5	159.1	4.6
	Apr (r)	32.3	-1.4	10.3	121.1	5.0
	Mar (r)	32.7	15.8	8.3	88.8	3.2
	Feb (r)	28.3	1.8	10.6	56.1	0.4

(p)—Preliminary figures; (r)—Revised figures

In February 2005, the unadjusted preliminary retail sales figure in the Yukon ($27,102,000) **decreased 3.6%** from the revised figure for January 2005 ($28,091,000). Sales decreased by 4.4% from January '04 to February '04 and decreased 10.6% from January '03 to February '03.

The revised annual retail sales figure for 2004 ($425,106,000) shows an increase of 0.6% over the revised annual sales figure for 2003 ($422,433,000).

3 Yukon Monthly Retail Sales by trade group *(not seasonally adjusted)*

		Total Sales	Automotive	Food and beverage stores	Clothing and accessories stores	General Merchandise stores	Other Trade Groups*
		$ 000s					
2005 Feb	(p)	27,102	9,257	8,504	921	3,069	5,351
Jan	(r)	28,091	9,582	8,717	939	3,413	5,440
2004 Dec	(r)	39,542	10,911	11,276	2,051	6,652	8,652
Nov	(r)	33,669	11,222	9,362	1,173	4,939	6,973
Oct	(r)	35,194	12,104	10,023	1,162	5,015	6,890
Sep	(r)	35,734	4,500	12,812	10,166	1,243	5,071
Aug	(r)	40,348	15,508	10,998	1,323	5,275	7,244
Jul	(r)	42,354	15,611	12,665	1,275	5,427	7,376
Jun	(r)	40,415	15,242	11,194	1,302	5,631	7,046
May	(r)	36,429	13,820	10,408	1,101	4,979	6,121
Apr	(r)	33,187	12,753	9,483	1,129	4,345	5,477
Mar	(r)	31,793	12,250	8,882	938	3,797	5,926
Feb	(r)	27,023	10,145	8,199	786	3,246	4,647
Jan	(r)	29,418	12,109	8,891	784	3,309	4,325

(p)—Preliminary figures; (r)—Revised figures

*See footnotes on page 4.

4 Yukon Annual Retail Sales by trade group *(not seasonally adjusted)*

	Total Sales	Automotive	Food and beverage stores	Clothing and accessories stores	General Merchandise stores	Other Trade Groups*
	$ 000s					
2004 (r)	425,106	154,488	121,547	14,266	57,686	77,119
2003 (r)	422,433	148,562	110,914	14,396	54,469	94,091
2002	413,863	147,830	103,583	14,258	57,654	90,539
2001	379,591	134,518	114,418	14,845	32,965	82,845
2000	359,434	121,459	114,733	14,885	25,235	83,122
1999	343,723	117,034	111,381	13,898	21,196	80,215
1998	330,911	99,927	111,211	15,465	20,111	84,197
1997	328,844	104,065	111,914	12,831	19,781	80,253
1996	298,257	87,993	101,529	12,378	17,849	78,507
1995	254,013	70,757	80,927	13,424	16,843	72,063
1994	222,414	60,985	64,402	13,511	13,343	70,172
1993	211,028	62,281	71,181	9,293	12,320	55,953
1992	205,115	63,884	70,999	10,392	9,960	49,879
1991	178,229	59,647	51,319	7,063	18,623	41,577

*See footnote on page 4.

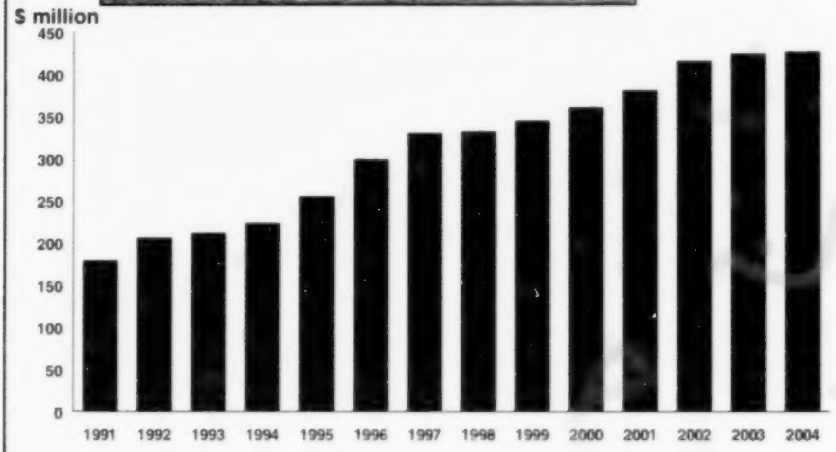
5 Retail Trade Survey Information

The Monthly Retail Trade Survey collects sales and the number of retail locations by province and territory from a sample of retailers. Sales estimates obtained from retailers are a key monthly indicator of consumer purchasing patterns in Canada. Furthermore, retail sales are an important component of the Gross Domestic Product, which measures Canada's production, and are part of many economic models used by public and private agencies. The Bank of Canada relies partly on monthly retail sales estimates when making decisions that influence interest rates. Businesses use retail sales estimates to track their own performance against industry averages and to prepare investment strategies.

Retail sales estimates do not include any form of direct selling that bypasses the retail store, e.g., direct door-to-door selling; sales made through automatic vending machines; sales of newspapers or magazines sold directly by printers or publishers; and sales made by book and record clubs. Internet retailing activities are included in the survey only when conducted through the same legal structure as the retail establishment. The January 1994 signing of the North American Free Trade Agreement between Canada, the United States and Mexico created the need for an industry classification common to the three signatories. The statistics agencies of the three countries developed the North American Industry Classification System (NAICS) in 1997. NAICS is based on a production-oriented or supply-based conceptual framework in that establishments are grouped into industries according to similarity in the processes used to produce goods and services. Use of the new system provides greater comparability of industry statistics between the three countries. However, it also breaks the historical continuity of national series based on other classification systems. Since 1948, Statistics Canada had been using primarily the Standard Industrial Classification (SIC) and its revisions (1960, 1970 and 1980).

Since 1988, Monthly Wholesale and Retail Trade Survey (MWRTS) data had been produced using SIC 1980 definitions. Following the development of NAICS, the survey was redesigned, and its first NAICS-based estimates were released for the April 2004 reference month in June 2004. To maintain the historical continuity of the estimates, Statistics Canada has produced NAICS-based historical monthly estimates by converting the SIC-based historical data. These historical estimates are available from the Yukon Bureau of Statistics.

6 Retail Sales *(not seasonally adjusted)* Annual Estimates, 1991 to 2004.



During the past 14 years, retail sales in the Yukon have ranged from a low of $178,229,000 in 1991 to the 2004 revised figure of $425,106,000. The largest increase in sales over the previous year occurred in 1996 when sales were up $44,244,000, or 17.4%, over sales in 1995. The smallest increase in sales occurred in 2004 when sales rose $2,673,000, or 0.6%, over the 2003 figure.

Retail sales in the Yukon have steadily increased each year since 1991.

	Yukon		Canada	
	Retail Sales ($million)	% change from previous year	Retail Sales ($million)	% change from previous year
2004 (r)	425.1	0.6	346,721.5	4.7
2003 (r)	422.4	2.1	331,146.6	3.6
2002 (r)	413.9	9.0	319,525.4	6.3
2001 (r)	379.6	5.6	300,447.9	4.4
2000 (r)	359.4	4.6	287,838.4	6.0
1999 (r)	343.7	3.9	271,532.0	5.9
1998 (r)	330.9	0.6	256,494.4	3.9
1997 (r)	328.8	10.3	246,817.9	8.0
1996 (r)	298.3	17.4	228,439.6	3.3
1995 (r)	254.0	14.2	221,077.9	3.3
1994 (r)	222.4	5.4	213,991.7	7.4
1993 (r)	211.0	2.9	199,334.9	5.1
1992 (r)	205.1	15.1	189,661.7	2.5
1991 (r)	178.2	-	185,059.4	-

Footnotes:

1. Definitions of the NAICS categories included in each trade group are available through the Bureau of Statistics.
2. **Other Trade Groups** is equal to total sales minus the trade groups listed. **Other Trade Groups** includes *Furniture, Home Furnishings and Electronics Stores; Building and Outdoor Home Supplies Stores; Pharmacies and Personal Care Stores; Miscellaneous Retailers; and Non-store Retailers* which are not released separately by Statistics Canada due to confidentiality restrictions.

Estimates of retail trade are collected monthly by Statistics Canada through their 'Monthly Retail Trade Survey.' Figures are released in preliminary form two months after the data is collected with revisions to the data being made the following month. Data is released in both raw and seasonally adjusted form. This publication only deals with the raw (unadjusted) figures. 'Unadjusted retail trade figures' means the sum of all retail trade sales for a given month.

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